



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 07/14 thru 07/20

(prices in dollars per carton)

Fri. Jul 14, 2006

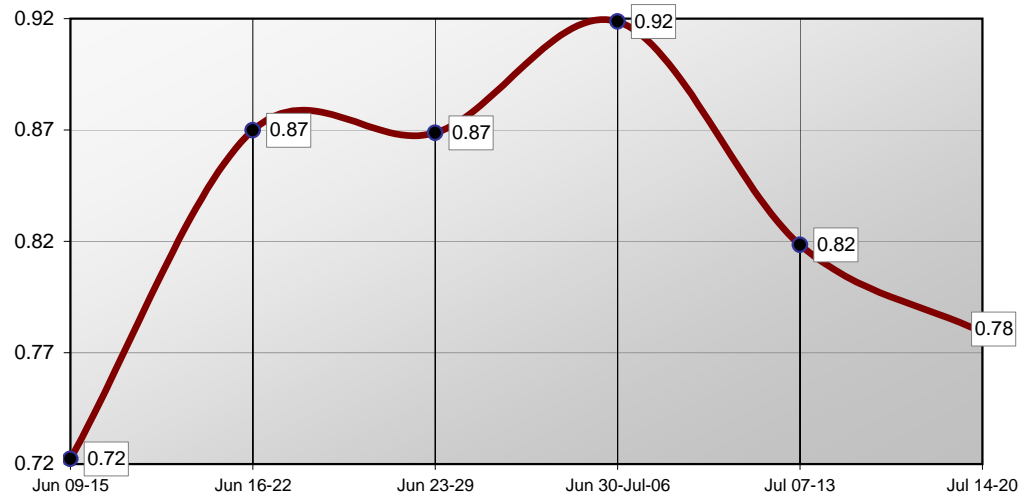
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		46.8% of 17,000 stores				30.6% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack			870	0.72	20	0.96	510	0.97
	White 18 pack			300	1.15			420	1.01
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	350	0.82	1,870	0.75	160	0.99	1,460	0.76
	White 18 pack			1,940	1.25			810	1.36
	Brown 12 pack								
SPECIALTY	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			600	3.51	110	3.59	340	3.30
	OMEGA-3								
	White 12 pack			300	2.19	200	2.50	1,160	2.38
	Brown 12 pack			210	2.52			280	3.50
LARGE	CAGE-FREE								
	White 12 pack			120	1.99			20	2.79
	Brown 12 pack			470	2.27			630	2.52
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				5,330		3,380		Large Eggs on	
Specialty Shell Eggs				1,700		2,740		Jul-10-2006	
Total (including Medium)				7,750		6,310		486.6	
Special Rate 4/:				11.7%		3.7%		down 10%	

5/: Inventory in thousands of 30-dozen cases.

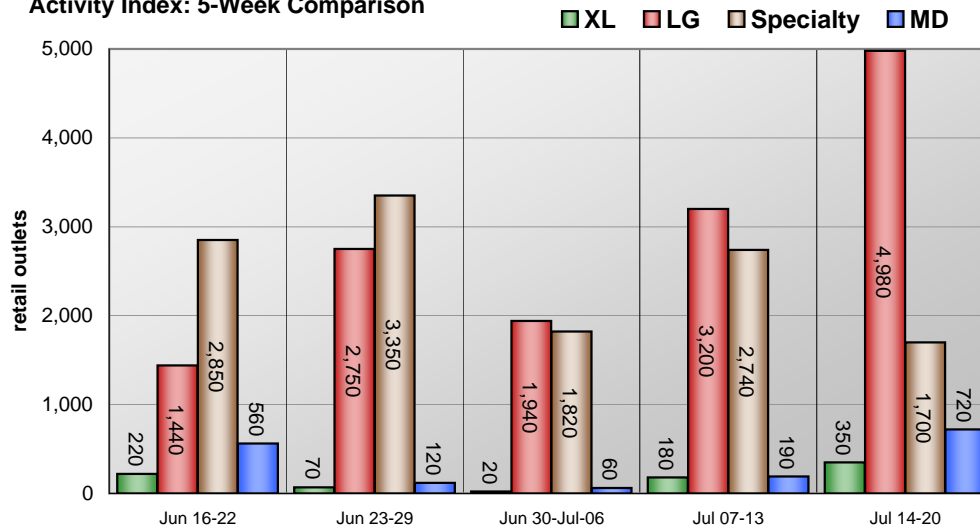
Shell Egg Featuring - 07/14 thru 07/20

Promotional activity on regular shell eggs is up sharply from last week with almost half of all stores sampled conducting features on shell eggs. The average price on Grade A Large eggs to consumers continues to decline. Ads for Extra Large and Medium eggs are more frequent than in previous weeks. Overall feature activity on specialty eggs is down significantly from last week, especially on Omega-3 white eggs. USDA Organic brown eggs increased in visibility over last week and claimed top spot in the specialty category.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		50.9% of 3,900 sampled outlets Activity Index = 2,420 (includes Medium)						22.4% of 4,700 sampled outlets Activity Index = 1,160 (includes Medium)						47.1% of 2,800 sampled outlets Activity Index = 1,320 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.99	60	0.99												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.69 - 0.99	20	0.83	0.50 - 1.00	870	0.76	0.77 - 1.00	100	0.87	0.50 - 1.00	420	0.82	0.77 - 0.79	210	0.78	0.49 - 0.79	550	0.68
	White 18 pack				0.99 - 1.50	350	1.36				1.29 - 1.50	600	1.34				0.99 - 1.50	380	1.34
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.33 - 1.00	220	0.81	White 12 pack			0.50	40	0.50	White 12 pack			0.39 - 0.90	50	0.47
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 4.00	170	3.62										3.49		3.49
	OMEGA-3																		
	White 12 pack				2.00 - 3.99	180	2.32										1.99	120	1.99
	Brown 12 pack				2.52	210	2.52												
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.29 - 2.50	340	2.38										1.99	10	1.99
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		58.6% of 2,700 sampled outlets Activity Index = 1,460 (includes Medium)						64.0% of 1,900 sampled outlets Activity Index = 690 (includes Medium)						79.0% of 1,000 sampled outlets Activity Index = 700 (includes Medium)					
USDA GRADE AA	White 12 pack				0.59 - 0.96	210	0.65				0.49 - 0.96	500	0.68				0.49 - 1.00	100	0.90
	White 18 pack				1.00 - 1.50	110	1.05				0.99 - 1.50	160	1.24				1.00	30	1.00
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.00	20	1.00	0.50 - 1.00	30	0.91				0.99	20	0.99						
	White 18 pack				0.99 - 1.50	590	1.04												
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.90	190	0.90	White 12 pack						White 12 pack			0.90	220	0.9
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49	190	3.49				2.99	10	2.99				2.99 - 3.49	230	3.47
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																1.99	120	1.99
	Brown 12 pack				2.00	120	2.00												

Note: See page 1 for explanatory notes.

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